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Consumer Attitude and Behavior Study

Consumer Restaurant Behavior: A View Based On Occasion Segmentation

National Restaurant Association

The leading source of information on the Foodservice industry

CONSUMER RESTAURANT BEHAVIOR

A VIEW BASED ON OCCASION SEGMENTATION

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BACKGROUND AND PURPOSE OF THE STUDY

Restaurateurs continually try to define their market by using various market research techniques and analyses. Traditionally, they have relied on people characteristics -- demographics or psychographics -- to isolate and describe target markets. However, studies have shown that these people characteristics are not very helpful in explaining why people choose a specific restaurant.

Researchers have found that selecting a restaurant is very different from purchasing shampoo or laundry detergent. Consumers tend to be loyal to a particular brand when purchasing detergents or shampoos, while restaurant patrons visit, or make purchases from, many different restaurants. For example, the same person has different needs and expectations when that person:

- Wants a quick bite to eat together with a colleague,
- Is out shopping with a spouse and child,
- Goes out with a spouse or date and another couple.

Unless this person is very unusual, he or she will select a different restaurant for each of these occasions.

The conclusion reached from this is that demographic segmentation is appropriate for marketing detergents, but it alone does not isolate restaurant markets. The National Restaurant Association decided to conduct a research study which would address this problem and aid restaurant operators in their attempt to identify current markets and markets which could be tapped for expansion. This study, which used the occasion segmentation approach developed by Creative Research, Inc., is based on the fact that an individual restaurant customer chooses different restaurants depending on various circumstances or needs. In other words, markets are defined or segmented based on the occasion and not on the demographic characteristics of the patrons.

NRA's objective in conducting this unique research study was to develop descriptions of the basic occasions for eating out. An analysis of the interview data on the motivations and desired restaurant characteristics for specific restaurant occasions provided the basis for these occasion descriptions. (Readers should be aware that only sit down restaurant visits were included in the study. All take out occasions were excluded. For further information on how the survey was conducted, please refer to page 73.)

NRA also wanted to provide restaurant operators with research data which would help them gain a better understanding of why patrons come to their establishment and what can be done to provide these patrons with the dining experience that is expected. In addition, and even more important, NRA wanted to provide restaurateurs with a tool for evaluating their own businesses and exploring viable alternatives for expanding their businesses to capture a greater share of traffic and sales. Chapter IV of this report provides the means to do just that.

Readers are urged to carefully read the entire report and to remember that the distribution of occasion types for specific restaurant types and trading areas may well differ from that in the report. Degree of competition in an area and the number and types of restaurants located there can affect the distribution. Also, because the survey was conducted in five major cities (Chicago, New York, San Francisco, Denver and Atlanta) rather than a representative sample of the entire U.S. population, differences in the magnitude of the proportion of occasion types are likely from region to region. However, the identification and description of the seven occasion types presented in this report are universal.

The National Restaurant Association has published additional information on the reasons why people dine away from home, how the decision is made and what is expected from the dining experience. This includes the following consumer attitude and behavior studies:

- o How Consumers Make the Decision to Eat Out, August, 1982.
- o Consumer Expectations with Regard to Dining at Fast Food Restaurants, September, 1983.
- o Consumer Expectations with Regard to Dining at Family Restaurants, November, 1983.
- o Consumer Expectations with Regard to Dining at Atmosphere Restaurants, November, 1983.

EXECUTIVE OVERVIEW

- Seven basic restaurant occasion types can be identified based on the results of this survey, which includes only sit down restaurant visits. These include:

  1. Fast and Inexpensive
  2. On Familiar Ground
  3. A Convenience for Me
  4. Business or Social Obligation
  5. Family Meal
  6. A Special Night Out
  7. Social Fun

- Fast and Inexpensive Occasions

  - Represent 16 percent of total restaurant occasions.
  - Speed and convenience are key motivations.
  - Usually involve small parties.
  - More often occur at breakfast or lunch.
  - Men more than women report occasions like this.
  - Fast food restaurants, coffee shops and pizza places have a larger than average share of these occasions.

- On Familiar Ground Occasions

  - Represent 12 percent of total restaurant occasions.
  - Familiarity with the place and the restaurant people are important factors.
  - Often a routine restaurant visit.
  - More often occur at breakfast or lunch.
  - Usually small parties.
  - Older people.
  - Fast food restaurants, coffee shops, inexpensive full-service restaurants, oriental and healthy/natural food restaurants depend on this occasion more than other restaurant types.
  - Desirable restaurant characteristics include choices of daily specials and foods that convey a sense of nutrition.

- A Convenience for Me Occasions

  - Represents 12 percent of total restaurant occasions.
  - Characterized by a mix of motivations: didn't want to cook; something nice for me; often occurs in connection with another activity like shopping or going to a movie.
  - Often these patrons tend to be young and single.

- Higher priced coffee shops, healthy/natural food restaurants and cafeteria/buffet restaurants have a higher than average share of these occasions.
- Selection of the restaurant tends to be on the basis of location and is somewhat impulsive.

o Business or Social Obligation Occasions

- Represent 13 percent of total restaurant occasions.
- Tends to involve meetings of friends or colleagues.
- Restaurant helps facilitate the meeting.
- Lunch and breakfast are more important than the dinner period.
- Patrons tend to be between the ages of 35 and 49 and have higher than average incomes.
- Desirable restaurant characteristics include a sophisticated atmosphere, attractively served food, good selection of alcoholic beverages and good selection of appetizers.

o Family Meal Occasions

- Represent 16 percent of total restaurant occasions.
- Involve meals with children.
- Convenience and value are key motivations.
- Fast food hamburger, pizza places, Oriental and Mexican restaurants draw an above average share of these occasions.
- Speed of service, a casual atmosphere and food selections that children like are restaurant characteristics that are expected for this occasion type.

o Special Night Out Occasions

- Represent 15 percent of total restaurant occasions.
- Involve a mix of motivations: romance, making an impression, taking another person to someplace nice, wanting to relax and get away and doing something different.
- Patrons tend to have lower incomes, which suggests that such occasions are relatively few and far apart.
- Desired restaurant characteristics include less casual atmosphere, privacy, beautiful decor, exotic and unusual menu selections, interesting appetizers and side dishes, good selection of alcoholic beverages and above average prices.

o Social Fun Occasions

- Represent 18 percent of total restaurant occasions.
- Occasions with friends.
- Restaurant is expected to affect the mood of the group.
- Tend to involve large per person checks and relatively large groups.

- Alcoholic beverages are ordered on more than half of the occasions.
- Higher priced full menu restaurants, seafood and steak places, theme restaurants, fern bars, Mexican and other ethnic restaurants draw an above average share of these occasions.
- Desirable restaurant characteristics include service which puts customers in a good mood, things that can stimulate conversation such as decor or menu, foods that can be shared, appetizers, music and a good selection of alcoholic beverages.

CHAPTER I

INTRODUCTION

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INTRODUCTION

A. The Interview

Approximately 300 personal interviews were conducted with adults 18 and older who had eaten at a restaurant one or more times within the week prior to the survey. The interviews were conducted in five major markets: Chicago, New York, San Francisco, Denver and Atlanta. (See page 73, NOTES ON HOW THE STUDY WAS CONDUCTED, for more detailed information on the sample.)

During the actual interview respondents were asked to carefully think back seven days and report all restaurant occasions. (Readers are reminded that only sit down restaurant visits were included in the survey. All take out visits, which occur primarily at fast food places, were excluded.) Then, a number of detailed questions were asked about each restaurant visit. These included

- The reasons behind the decision to eat out using a set of 35 rating scales.
- The restaurant chosen (name and category).
- Characteristics of the restaurant using another set of 48 rating scales.

Also, information on each occasion was determined:

- Day of the week.
- Meal occasion (breakfast, lunch, or dinner).
- Total bill.
- Respondent's portion of the bill.
- Proportion of the bill spent on liquor.
- Who paid the bill.
- How the meal was paid for.
- How much time the respondent expected to spend in the restaurant.

B. Description Of The Sample

Respondents reported information on the name of the restaurant, the restaurant's specialization and the price range into which most adult dinner entrees fall for each restaurant visit during the seven day period. This information was used to classify the types of restaurants visited, and it is summarized in the following table.

PROPORTION OF RESTAURANT OCCASIONS BY RESTAURANT TYPE

TYPE OR RESTAURANT	PERCENT OF OCCASIONS
Fast Food, Hamburger	11%
Other Fast Food	8
Cafeteria, Buffet	6
Coffee Shop, Under $3.00*	3
Coffee Shop, Over $3.00*	18
Full Menu, Under $7.00*	10
Full Menu, $7.00 - $12.00*	6
Full Menu, Over $12.00*	4
Steak/Beef	6
Seafood (Not Fast Food)	4
Theme Restaurant/Fern Bar	4
Oriental	4
Mexican (Not Fast Food)	4
Other Ethnic	5
Healthy/Natural	2
Pizza	4

*Price range of majority of adult entrees.

Additional details about the distribution of the occasion sample include:

MEAL OCCASION

- 15 percent of the occasions were breakfast.
- 42 percent were lunch.
- 43 percent were dinner.

PARTY COMPOSITION

- The average party size was 2.9 people.
- 21 percent of the occasions included children under 18 years old.

THE CHECK

- The respondent was the person who paid the bill on 51 percent of the occasions.
- For 23 percent of the occasions the bill was shared.
- Ninety percent of the occasions were paid for with cash or a check.
- The average amount spend by a party for their meal (not including the tip) was $23.12.
- The cost of the respondent's own meal was $7.97 on average.
- Alcoholic beverages were ordered by someone in the party on 27 percent of the restaurant occasions, and the average amount spent on alcohol by such a party was $9.95.

Detailed information in terms of meal occasion, party composition, the check and time spent in the restaurant by restaurant type can be found in the appendix to this report. (Refer to Tables 1 through 4.) Some highlights from these tables are summarized here.

- Breakfast occasions are concentrated in coffee shops and healthy/natural restaurants.

- Lunch occasions occur above average in fast food restaurants, cafeteria and buffet places and in pizza places.

- Dinner occasions occur above average in full menu restaurants with entrees priced over $7.00, steak, seafood, theme and ethnic restaurants.

- Occasions involving a small party size (1 or 2 people) tend to be in fast food, coffee shops and healthy food restaurants.

- Large party sizes tend to occur most at the more expensive full menu restaurants, seafood and theme restaurants.

- Children under 18 are more often than average included in the party when the occasion is in a fast food hamburger restaurant, a pizza place and a Mexican sit-down restaurant.

- Alcoholic beverages were ordered on 27 percent of all occasions, but on more than 50 percent of occasions at full menu restaurants with entrees-priced over $7.00, steak and beef places, seafood restaurants, theme restaurants and Mexican restaurants.

- Average amount of time one spent at the restaurant varies considerably from a low of 29 minutes at fast food restaurants (note these were all eat-in occasions) to a high of about 80 minutes in full service restaurants and theme restaurants.

CHAPTER II

THE SEVEN OCCASION TYPES

CHAPTER II

THE SEVEN OCCASION TYPES

A. Identifying the Occasion Types

Respondents were asked to rate each of their restaurant occasions using 35 different reasons for eating away from home. These reasons represented situational and motivational aspects of eating out, and form the basis for classifying restaurant visits by occasion. Each of the 35 reasons was printed on a different card, shown to the respondent and then the respondent indicated whether the reason was unimportant or important using a scale from 1 to 10. Examples of two such cards are shown here, and a complete listing of all reasons can be found in the Appendix.

Extremely Unimportant								Extremely Important	
1	2	3	4	5	6	7	8	9	10

Wanted to go where the restaurant people know me and treat me well

Extremely Unimportant								Extremely Important	
1	2	3	4	5	6	7	8	9	10

Go out with the kids, to have a nice meal as a family.

A statistical procedure known as cluster analysis was used to classify the 811 occasions into groups so that the difference among groups was maximized, and the differences among individual occasions within a group was minimized. This procedure yielded a seven group solution. Thus, different restaurant occasion types, or segments, have been identified. These include:

- Fast and Inexpensive
- On Familiar Ground
- A Convenience for Me
- Business or Social Obligation
- Family Meal
- A Special Night Out
- Social Fun

B. Descriptions of the Seven Occasion Types

A detailed description of each of the seven occasion types is presented in this section. Each description contains information on which reasons for eating out are unique and important to the particular occasion type. Demographic groups highly likely to eat out in the various situations are identified. Meal occasion and average check information is also given. More detailed statistics for each of the seven occasion types can be found in Tables 5 through 9 in the appendix to this report.

1. Fast And Inexpensive Occasions

Fast and Inexpensive occasions tend to be for lunch and usually involve parties of one or two persons. The average party check is relatively low - $7.30 compared with other occasion types. Men are more likely than women to be included in this occasion segment - 73 percent versus 27 percent.

Speed, convenience and expense are key concerns in this occasion type. Also, the fact that the individual "was unable to eat at home" is very important and suggests that patrons in this situation are "captives" of the restaurant industry -- they are not in a position to trade off eating at home versus at a restaurant. There is a definite routine aspect to this situation -- people who find themselves in this position do so regularly. In addition, impulse can drive the decision to eat now, which suggests that signage and the restaurant exterior and, quite possibly, the appearance of the parking lot can affect the behavior of individuals in this situation.

Social aspects of eating out, like "having a good time," doing something nice for someone else or talking and not being bothered are not applicable for this occasion type. In other words, this is a functional, or practical, restaurant meal.

EXHIBIT II-1

FAST AND INEXPENSIVE

Most Differentiating and Most Important:

--Something to eat fast

--Was hungry -- unable to eat at home

--To eat inexpensively

--Simply convenient to eat out

--Routine -- always go in that situation

--Stopped on impulse

--Wasn't very hungry, felt I should eat

Irrevelant for this occasion type:

--Go out and have a good time

--Something nice for someone else

--To sit and talk and not be bothered

			Index
Average Ticket:	$ 7.30	Breakfast:	113
Average Party Size:	1.8	Lunch:	152
Average Per Person Check:	$ 4.05	Dinner:	44
Percent Of Occasions:	16%		
Percent Of Dollars:	5%		

Key Demographics:

--Male

2. On Familiar Ground Occasions

On Familiar Ground occasions include a large proportion of breakfasts (39 percent), and single person parties are common. As a result, these occasions are only modest dollar producing situations, with an average party check of $13.71. Older (age 50 and over) restaurant patrons as well as people in professional or mangerial occupations are included in this occasion type more often than others.

Familiarity with the restaurant and the routine aspects of the situation interact here. This occasion situation might be called "Home Away From Home." There is more food involvement now than in Fast and Inexpensive, and the nutritional aspects of the food are more important. This nutritional concern relates to the fact that these occasions deal with habitual or routine meals and not out-of-the-ordinary meals when it is much more likely that one will forget about one's diet.

Social aspects of the restaurant are unimportant as they were with Fast and Inexpensive occasions. This situation calls for a practical, functional restaurant meal, but unlike the Fast and Inexpensive situation, there is more involvement with the people who serve the food and the quality of the food is more important.

EXHIBIT II-2

ON FAMILIAR GROUND

Most Differentiating And Most Important:	Also Important But Not Differentiating:
--Wanted to go to a familiar place	--Was simply convenient to eat out
--Go where the restaurant people know me	--Was hungry--unable to eat at home
--Craving for a particular food	
--Wanted to eat something nutritious	
--Routine--almost always go in that situation	

Irrelevant Here:

--Go out and have a good time

--I was with a group of friends or colleagues

--I was meeting a friend

			Index
Average Ticket:	$ 13.71	Breakfast:	260
Average Party Size:	1.8	Lunch:	86
Average Per Person Check:	$ 7.62	Dinner:	58

Percent Of Occasions: 12%
Percent Of Dollars: 7%

Key Demographics:

--Age 50 and over
--Professional/managerial occupation

3. Convenience For Me Occasions

Younger people, singles and those with relatively low incomes tend to eat out in this situation. Also, Convenience for Me occasions account for a higher proportion of visits than dollars, primarily because these are modest dollar producing situations. The average party check is $13.32. The key aspect in these occasions is a mix of many different motivations or "justifications" However, these motivations are self-oriented; tney reflect a desire ror a personal indulgence or reward. Other-oriented variables like "something nice for someone else" are rated low -- they are irrelevant here.

This situation is clearly not routine; it tends to be more a "change of pace" type of desire. The fact that "connected with another activity" such as shopping or going to the movies is so important here suggests that location and impulse decision making may be of more concern here than the consumer realizes.

EXHIBIT II-3

CONVENIENCE FOR ME

Most Differentiating And Most Important:	Also Important But Not Differentiating:
--Connected with another activity	--Someplace to relax
--I didn't feel like cooking	--Go out and have a good time
--Was simply convenient to eat out	
--Wasn't very hungry but felt I should eat	
--A little vacation to get away	
--I was bored	
--Something nice for myself	

Irrelevant Here:

--Something nice for someone else

--To take people to a really nice place

			Index
Average Ticket:	$ 13.32	Breakfast:	80
Average Party Size:	2.5	Lunch:	117
Average Per Person Check:	$ 5.33	Dinner:	91

Percent Of Occasions: 12%
Percent Of Dollars: 6%

Key Demographics:

--Under 25
--Single
--Household income under $20,000

4. Business Or Social Obligation Occasions

A Business or Social Obligation occasion is most often a lunch and involves a relatively large group of people -- 50 percent of the parties have three or more persons. The average party check is $22.90, considerably higher than the average checks for Fast and Inexpensive and On Familiar Ground occasions. Upper income individuals and those age 35 to 49 years old are strongly represented in this occasion situation.

Business or Social Obligation occasions are socially oriented -- there is considerable involvement with other individuals, friends or colleagues. This occasion is not only the "business lunch" but also includes meals of organized groups like a church or professional group. The key factor is that the restaurant is not the focus of the event but rather a place which facilitates a meeting. Further, this restaurant meal involves no "trade-off" with eating at home.

EXHIBIT II-4

BUSINESS OR SOCIAL OBLIGATION

Most Differentiating And Most Important:	Also Important But Not Differentiating:
--It was a business obligation	--Was simply convenient
--I was with a group of friends/colleagues	--Someplace to relax
--It was a social obligation	
--I was meeting a friend or friends	
--A place where I would see friends	

Irrelevant Here:

--I didn't feel like cooking

			Index
Average Ticket:	$ 22.90	Breakfast:	120
Average Party Size:	3.4	Lunch:	157
Average Per Person Check:	$ 6.74	Dinner:	37

Percent Of Occasions: 13%
Percent Of Dollars: 12%

Key Demographics:

--35-49 years of age
--Household income $40,000 and over

5. Family Meal Occasions

Nearly all Family Meal occasions (86 percent) involve adults with children under 18 years old. In these situations children are an important component of the decision to eat away from home. Women tend to report this type of occasion more often than men -- 62 percent versus 38 percent.

Convenience and a desire to eat inexpensively are important in this situation as is wanting to go out with the family for a nice meal. Not unexpectedly, this occasion type usually tends to be for dinner.

EXHIBIT II-5

FAMILY MEAL

Most Differentiating And Most Important:	Also Important But Not Differentiating:
--Go out with kids for a nice family meal	--Was simply convenient to eat out
--The kids needed to eat	--I didn't feel like cooking
	--To eat inexpensively

Irrelevant Here:

--I was meeting a friend or friends

			Index
Average Ticket:	$ 22.77	Breakfast:	80
Average Party Size:	3.4	Lunch:	81
Average Per Person Check:	$ 6.70	Dinner:	126

Percent Of Occasions: 16%
Percent Of Dollars: 15%

Key Demographics:

--Children under 18 present
--Female

6. Special Night Out Occasions

Two-thirds of the Special Night Out occasions were for dinner, and 77 percent involved parties of two. Nearly half the occasions involved someone ordering alcoholic beverages. Also, customers expected to spend over an hour at the restaurant in this situation. The average party check was $22.43. The demographics of this situation skew towards relatively lower incomes which suggests that these occasions are for most people relatively few and far apart; these are not routine occasions. Thirty-four percent of the individuals are from households with incomes under $20,000.

There is a mix of motivations at play for this occasion segment

- Romance, the desire to be alone, private with one's partner.
- Making an impression by being dressed up, taking the other person to a "nice" place.
- "Escape": Wanting to relax and to get away.
- Doing something "different," have a change of pace.

However, all these motivations indicate that the meal away from home is to be special and something out-of-the-ordinary.

EXHIBIT II-6

A SPECIAL NIGHT OUT

Most Differentiating And Most Important:

--To be alone with someone in a romantic setting

--For the fun of getting dressed up

--To sit and talk and not be bothered

--Something nice for someone else

--Go out and have a good time

--Someplace to relax

--A little vacation--to get away

--Wanted something really different

--Wanted an adventure

Also Important But Not Differentiating:

--Wanted to take people to a really nice place

Irrelevant Here:

--Something to eat fast

--I was with a group of friends

			Index
Average Ticket:	$ 22.43	Breakfast:	87
Average Party Size:	2.4	Lunch:	48
Average Per Person Check:	$ 9.34	Dinner:	156

Percent Of Occasions: 15%
Percent Of Dollars: 14%

Key Demographics:

--Household incomes under $20,000

7. Social Fun Occasions

Social Fun occasions involve relatively large parties, and a high proportion of the visits involve ordering alcoholic beverages -- 56 percent. The average party check is high: $58.41. Further, patrons expect to spend well over an hour at the restaurant when they eat out in this situation. Sixty-five percent said they expected to spend more than an hour at the restaurant, and the mean amount of time for all respondents was 74 minutes.

This occasion type shows strong involvement with others - notably friends, and usually involves having a good time or a celebration of some kind. People in this situation want a change of pace or simply want to unwind. Eating inexpensively and eating fast have little relevance for Social Fun occasions as is the notion of being unable to eat at home. This is a highly discretionary eating out occasion in which restaurant patrons tend to be very selective in their choice of restaurant.

EXHIBIT II-7

SOCIAL FUN

Most Differentiating And Most Important:	Also Important But Not Differentiating:
--I was meeting a friend or friends	--Something nice for someone else
--I was with a group of friends or colleagues	
--For the fun of getting dressed up	
--To take people to a really nice place	
--Go out and have a good time	
--Wanted a good selection of wine, liquor	
--Felt like unwinding with a drink	
--Wanted an adventure	

Irrelevant Here:

--Simply convenient to eat out

--To eat inexpensively

--Something to eat fast

--Was hungry--unable to eat at home

			Index
Average Ticket:	$ 58.54	Breakfast:	27
Average Party Size:	4.5	Lunch:	71
Average Per Person Check:	$ 13.01	Dinner:	154

Percent Of Occasions: 18%
Percent Of Dollars: 42%

Key Demographics:

--Female
--Household incomes over $40,000
--Professional/managerial occupations

C. Other Ways To Look At Restaurant Occasions

The definitions of the seven occasion types presented in the preceeding section also provide other ways to look at the occasion segments. These include:

- o Functional versus social occasions
- o Necessary versus discretionary occasions
- o Nutrition concerns
- o Routine versus non-routine social occasions
- o The relevance of wanting to eat inexpensively
- o Distribution of dollars versus distribution of occasions

1. Functional Versus Social Occasions

The order in which the occasions were presented represents a continuum from a very functional meal (Fast and Inexpensive) to a very social meal (Social Fun). Customers who come in for a functional meal can be presumed to have a far more limited set of expectations of the restaurant they visit (especially in terms of atmosphere) than those who come to a restaurant for a social occasion.

2. Necessary Versus Discretionary Occasions

In a number of situations restaurant customers do not have the choice between eating at home or in a restaurant. They almost "have to" eat out. This tends to occur most for:

- o Fast and Inexpensive
- o On Familiar Ground
- o Business or Social Obligation

All of these types of occasions have a certain routine aspect to them.

Other situations deal with more discretionary motivations -- they are less routine and often the patron is seeking a change of pace or a luxury. The types of occasions which tend to be discretionary include:

- o A Convenience for Me
- o Family Meal
- o A Special Night Out
- o Social Fun

For the occasions which involve routine situations, there are certain expectations that make the patron return again and again. These are:

- o Fast service, being able to get the food quickly.
- o Being known by the restaurant people, feeling at home.
- o Showing the kind of treatment and having the kind of space that facilitates a meeting.

For the situations where consumer decision making is more discretionary, customers tend to be more selective and experimental and often are more critical and impulsive. The restaurant will have to deliver more because the consumer's decision to eat out and choice of restaurant was not made routinely but was a consciously made choice.

3. Nutrition Concerns

The interest in nutritious foods expressed in the On Familiar Ground situation is no coincidence. In fact, concern about nutrition in restaurant foods relates more to the "routine" versus "non-routine" dimension. Interest in nutritious or healthy food can be expected to be much higher for routine restaurant occasions. For a non-routine meal it is much easier to forget about one's diet.

4. Routine Versus Non-Routine Social Occasions

An interesting contrast between Business or Social Obligation occasions and Social Fun occasions exists. Both occasions are strongly characterized by social concerns, but the role the restaurant is expected to play is quite different.

-- For Business or Social Obligation occasions it appears that the restaurant needs to play the role of facilitating a meeting between friends. Privacy and respect by the servers for the interaction taking place appear to be relevant here.

-- For Social Fun occasions, on the other hand, the restaurant appears to be expected to stimulate the mood, to help provide a good time. The restaurant itself is the focus of the event. Decor, lighting, music as well as an outgoing, friendly service staff play a much more important role in this situation than at the Business or Social Obligation type occasion.

5. The Relevance Of Wanting To Eat Inexpensively

For Fast and Inexpensive and Family Meal occasions the desire to eat inexpensively is particularly relevant, while it is not relevant for Social Fun occasions. This contradiction is important, because it suggests that people who are out for social fun do not want to eat at a place that facilitates eating inexpensively, and thus, a place that caters to families with young children.

6. Distribution of Dollars Versus Distribution Of Occasions

The accompanying table summarizes the distribution of occasions and dollars for each of the seven occasion types. Although the exact size of these distributions can vary considerably from trade area to trade area, the relationship between the proportion of occasions and dollars accounted for by each occasion segment is valid. The direction of this relationship can be assumed to be relatively stable from trade area to trade area. In summary,

-- Three occasion types generate relatively modest dollar amounts per visit:

  - o Fast and Inexpensive
  - o On Familiar Ground
  - o Convenience for Me

-- The next three generate approximately the same proportion of visits as of dollars.

  - o Business or Social Obligation
  - o Family Meal
  - o A Special Night Out

-- The one occasion type that generates proportionately more dollars per occasion is Social Fun.

DISTRIBUTION OF OCCASIONS AND DOLLARS

OCCASION TYPE	PERCENT OF OCCASIONS	PERCENT OF DOLLARS
Fast and Inexpensive	16%	5%
On Familiar Ground	12	7
Convenience For Me	12	6
Business/Social Obligation	13	12
Family Meal	16	15
A Special Night Out	15	14
Social Fun	18	42

CHAPTER III

RESTAURANT CHARACTERISTICS AND THEIR RELATIONSHIP TO OCCASION TYPES

CHAPTER III

RESTAURANT CHARACTERISTICS AND THEIR RELATIONSHIP TO OCCASION TYPES

A. Identifying The Restaurant Characteristics

After respondents reported on the reason for eating out for a specific occasion, information on the characteristics of the restaurant visited was obtained. Respondents were never asked to consciously relate their ratings of the restaurants they visited with their reasons for dining out. Instead the interviewee was shown 48 cards with various restaurant characteristics printed on them and was asked to rate the restaurant using a 10-point scale. Examples of two such cards are shown here, and a complete listing of all characteristics can be found in the Appendix.

There's A Highly Skilled Chef In the Kitchen									Their Cook Is No Expert
1	2	3	4	5	6	7	8	9	10

Formal Atmosphere "To Dress Up For"							Very Informal, Casual Atmosphere "Come As You Are"		
1	2	3	4	5	6	7	8	9	10

B. The Relationship Between Occasion Types And Restaurant Characteristics

In this section the relationship between each of the seven occasion types and the restaurant characteristics will be discussed in the following manner:

- For each occasion type the restaurant attributes which emerged most strongly will be described. The make-up of these basic expectations differs only slightly among occasion types, but the rank order of attributes varies. (Refer to Table 10.)

- In addition, correlations among the key motivations that make up each occasion type and the restaurant attribute ratings have been analyzed. This analysis shows the types of variables other than basic expectations for each occasion type that may be desirable but not as crucial as the basic expectations. (Refer to Tables 11 through 17.)

1. Fast And Inexpensive

Exhibit III-1 lists ten attributes in rank order that define most clearly the profile of restaurants that were visited for the occasions classified as Fast and Inexpensive. Some of these characteristics are typical in nearly all eating out situations, and they include general expectations, such as "efficient service" and "looks neat and clean." The characteristics marked with an asterisk (*) in Exhibit III-1 are the expectations that come up more for Fast and Inexpensive occasions than for occasions in general, and these include: casual atmosphere, brightly lit, good take-out service and quick service.

Our correlation analysis showed that some other characteristics tend to be expected: that the restaurant is inexpensive, that there is a selection of items kids will like and that teens and young adults frequent the places one chooses for Fast and Inexpensive meals.

EXHIBIT III-1

FAST AND INEXPENSIVE

Basic Expectations:	Other Expectations:
1. Casual atmosphere*	--Be inexpensive
2. Quick service*	--Have a selection of items kids like
3. They seat you quickly	--Be a place where teens and young adults go
4. Efficient service	
5. Brightly lit*	
6. You can count on the came quality every time	
7. Looks neat and clean	
8. Servers are knowledgeable	
9. Food is served right away after it is cooked	
10. Have good take-out service*	

*Ranks higher in this profile than in total sample of occasions

2. On Familiar Ground

One basic expectation that is particularly stressed for this occasion type is consistency in quality. In the other-than-basic expectations, characteristics relating to food are important. The impression that the food is prepared from scratch appears to be an expectation as well as availability of items for dieters. These points likely relate to individuals' interest in nutritious foods in these situations. Daily specials are relevant, because variety has appeal in a routinely occurring meal, and the desire for privacy relates to the fact that professional and managerial people find themselves in this situation and want to be able to discuss work. (Note that this situation is not a "meeting" like the ones that tend to occur in Business or Social Obligation. The On Familiar Ground occasion is more of an everyday type of meal.)

EXHIBIT III-2

ON FAMILIAR GROUND

Basic Expectations:	Other Expectations:
1. You can count on the same quality every time*	--Everything is made from scratch
2. Efficient service	--Good choice of daily specials
3. Warm friendly servers	--Lots of privacy
4. Looks neat and clean	--A place known for its specialization
5. Quick service	--A place I can go when dieting
6. Attentive service	
7. They seat you quickly	
8. Servers are knowledgeable	
9. Casual atmosphere	
10. Food served right away after it is cooked	

*Ranks higher in this profile than in the total sample of occasions.

3. A Convenience For Me

Several indications in the data suggest that these situations -- connected with another activity and characterized by a mix of motivations or "justifications" -- generate a wide range of restaurant choices. Relatively speaking, the fact that the meal is eaten out because of convenience is more important than what the restaurant has to offer.

The demographics of this situation tend to be young, and therefore a number of young adult oriented characteristics tend to emerge as other expectations, notably appetizers and the availability of liquor. The latter, however, correlates only with the self-oriented indulgence aspect of the situation and not with "convenience" which tends to be the practical aspect of this situation.

EXHIBIT III-3

A CONVENIENCE FOR ME

Basic Expectations:	Other Expectations:
1. Looks neat and clean	--Great appetizers
2. Casual atmosphere*	--A place where singles like to eat
3. Efficient service	--Wide selection of liquor, beer or wine
4. Quick service	--Great side dishes
5. Servers are knowledgeable	--Have a good take out service
6. Food served right away after it is cooked	
7. They seat you quickly	
8. You can count on the same quality every time	
9. Warm friendly servers	
10. Brightly lit	

*Ranks higher in this profile than in the total sample of occasions.

4. Business Or Social Obligations

The basic expectations of restaurants in this situation center on two aspects:

- o The restaurant should appeal to business men and women -- it should be relatively formal and upscale.
- o The food should be attractively served and displayed

Other expectations that emerge in this situation are the availability of alcoholic beverages and appetizers.

EXHIBIT III-4

BUSINESS OR SOCIAL OBLIGATION

Basic Expectations:	Other Expectations:
1. Appeals to business men and women*	--Less casual atmosphere
2. They seat you quickly	--Sophisticated, classy atmosphere
3. Looks neat and clean	--Great appetizers
4. Efficient service	--Expensive
5. Food served right away after it is cooked	--Wide selection of liquor, beer, wine
6. You can count on the same quality every time	
7. Warm friendly servers	
8. Attentive service	
9. Quick service	
10. Food attractively served, displayed*	

*Ranks higher in this profile than in the total sample of occasions.

5. Family Meal

Speed of service and having items that children like are basic expectations for these occasions, and amenities for children, like a children's menu, smaller portions and things that can occupy the children (for example a coloring or puzzle placemat) are also wanted. The data suggest that the Family Meal occasion is quite strongly child involved and parents probably take the needs and interests of the child strongly into account in choosing a restaurant for this type of occasion.

EXHIBIT III-5

FAMILY MEAL

Basic Expectations:	Other Expectations:
1. Quick service*	--Good amenities for children
2. Efficient servers	
3. Casual atmosphere*	
4. Looks neat and clean	
5. They seat you quickly	
6. Food served right away after it is cooked	
7. You can count on the same quality every time	
8. Warm friendly servers	
9. Has items kids like*	
10. Attentive servers	

*Ranks higher in this profile than in the total sample of occasions.

6. A Special Night Out

There are a number of specific basic expectations for this occasion type, and a wide range of other expectations are also evident. Among the basic expectations are knowledgeable servers, attentive service, great entrees and use of fresh ingredients. Also, people in these situations expect a place that appeals to business men and women. (Remember that this occasion draws a relatively lower income person. The interest in a place that appeals to business people may be expected for image reasons.) The other expectations encompass a wide range of topics. When one eats out in this situation, one's expectations involve the entire restaurant experience, from hospitality, to selection, quality, decor and atmosphere.

EXHIBIT III-6

A SPECIAL NIGHT OUT

Basic Expectations:

1. Efficient service
2. Looks neat and clean
3. Servers are knowledgeable*
4. Warm, friendly servers
5. Attentive service*
6. Food is served right away after it is cooked
7. You can count on the same quality every time
8. Appeals to business men and women*
9. Great entrees*
10. They use really fresh ingredients*

Other Expectations:

--Less casual

--Sophisticated, classy atmosphere

--Lots of privacy

--Beautiful place

--Decor made of real materials

--Good music

--Expensive

--Good selection of liquor, beer, wine

--Great appetizers

--Exotic or unusual things on the menu

--Skilled chef in the kitchen

--Everything made from scratch

--Good choice of daily specials

--Great side dishes

--Great desserts

--Great freebies

--Large varied menu

*Ranks higher in this profile than in total sample of occasions.

7. Social Fun

The set of expectations for Social Fun occasions is similar to that for A Special Night Out. However, warm, friendly service is a more important factor for this occasion type and fresh ingredients are also desired to a greater degree. On the other hand, the restaurant's appeal to business men and women is less significant than in A Special Night Out.

Overall, the "otner" expectations for Social Fun are very similar to the ones for A Special Night Out. Great appetizers, however, appears to be a very significant factor for all motivations for Social Fun Occasions.

EXHIBIT III-7

SOCIAL FUN

Basic Expectations:	Other Expectations:
1. Neat and clean	--Great appetizers
2. Warm, friendly servers*	--Less casual atmosphere
3. Servers are knowledgeable*	--Sophisticated, classy atmosphere
4. Efficient service	--Lots of privacy
5. Food served right away after it is cooked	--Beautiful place
6. Great entrees*	--Good selection of liquor, beer, wine
7. They use really fresh ingredients*	--Expensive
8. You can count on the same quality every time	--Skilled chef in the kitchen
9. Attentive service	--Everything is made from scratch
10. Food attractively served, displayed*	--Good choice of daily specials
	--Great desserts
	--Great freebies
	--Large varied menu
	--Fun, good times
	--Good music

*Ranks higher in this profile than in total sample of occasions.

C. Restaurant Categories And The Occasion Types

The table on the next page shows the distribution of occasions according to type of restaurant. This provides a general view of what types of occasions tend to occur most at different restaurants. The table is intended to illustrate directional findings and not to provide precise projections. An individual restaurant's distribution of occasions will not match the pattern shown. The trade area and the mix of competitive restaurants can and do affect where people dine out for various situations.

The following are highlights concerning the occasions where selected restaurant categories draw a greater than average proportion of occasions.

- Fast Food Hamburger places draw in particular Fast and Inexpensive and Family Meal occasions.
- Other Fast Food places draw Fast and Inexpensive and On Familiar Ground occasions.
- Cafeteria and Buffet places draw Convenience For Me and Family Meal occasions.
- Theme Restaurants, Fern Bars and Seafood Restaurants tend to draw Social Fun and Special Night Out occasions.
- Mexican Sit-Down restaurants also draw Social Fun and Special Night Out occasions, as well as Family Meal occasions.

DISTRIBUTION OF OCCASION TYPES BY RESTAURANT TYPE

					Coffee Shop		Full Menu		
	Total	F.F. Hamburger	Other F.F.	Cafe/ Buff.	Under $3	Over $3	Under $7	$7-$12	$12 And Over
Fast and Inexpensive	16%	(36%)	(32%)	13%	(23%)	(21%)	11%	8%	3%
On Familiar Ground	12	6	(19)	11	(41)	15	(21)	8	3
Convenience For Me	12	15	12	(19)	9	(16)	11	8	--
Business/Social Obligation	13	10	6	13	(18)	(17)	14	13	(21)
Family Meal	16	(25)	19	(24)	4	16	10	4	--
A Special Night Out	15	3	4	8	5	10	(21)	(28)	(26)
Social Fun	18	4	9	11	--	5	12	(32)	(47)

	Steak/ Beef	Sea- food	Theme/ Fern	Oriental	Mexican	Other Ethnic	Hlthy/ Natural	Pizza
Fast and Inexpensive	7%	--%	3%	3%	3%	--%	16%	(23%)
On Familiar Ground	2	3	--	(17)	3	11	(21)	7
Convenience For Me	9	12	9	--	14	4	(26)	13
Business/Social Obligation	7	9	16	14	3	14	10	13
Family Meal	18	12	6	(21)	(24)	(20)	--	(30)
A Special Night Out	18	(21)	(28)	(31)	(28)	(20)	5	3
Social Fun	(40)	(42)	(38)	14	(24)	(30)	21	10

Note: Circled numbers indicate the occasions where each restaurant category draws a greater than average proportion of occasions.

CHAPTER IV

EXAMPLES OF STRATEGIC USES OF OCCASION SEGMENTATION

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EXAMPLES OF STRATEGIC USES OF OCCASION SEGMENTATION

A. How This Information Can Be Used

The information in this report can be used by restaurateurs to make strategic decisions concerning market expansion. It allows operators to analyze their own restaurants, identify potential new market segments and make plans for attracting customers from these market segments.

When analyzing a restaurant using the occasion segmentation approach, operators should follow these procedures.

1. Examine the seven basic reasons why people dine out and decide which ones are applicable to the restaurant being analyzed.

2. Compare the reasons applicable to the restaurant being analyzed with those for the general restaurant type.

3. Determine if there are occasion types in which the restaurant is weak (proportion of occasions is lower than for general restaurant type). Then look for ways to expand the restaurant's appeal for this situation. An examination of expectations is a good way to accomplish this.

4. Look for ways to strengthen the appeal of the restaurant in situations which already do well.

5. Evaluate opportunities for growth, i.e., occasion types in which the proportion for the specific restaurant is low. Determine if the opportunities are viable and what amenities are needed to attract customers in these situations.

6. Make a decision on which occasion type or types should be emphasized and/or expanded.

B. Examples On How To Use The Occasion Segmentation Approach

The following four examples will provide restaurateurs with more specific information on how to use the information in this report. Four types of restaurants are used: Full Menu Restaurant, Cafeteria/Buffet, Mexican Restaurant and Other Fast Food Restaurant.

1. The Full Menu Restaurant

For this example, a full menu restaurant whose dinner entrees range in price between $7 and $12 and which includes a lounge is analyzed. The first step is to look at the customers of the restaurant and determine which of the seven basic reasons why people come to a restaurant apply most to the restaurant being evaluated. Upon reviewing customer traffic, most of the business appears to come from people in the following situations:

- o A Special Night Out
- o On Familiar Ground
- o Business or Social Obligation

The table on page 39 suggests that full menu restaurants in the $7 to $12 range in general should also do well in the Social Fun situation. A first priority, therefore, might well be to look for ways to expand the restaurant's appeal for this situation. Other considerations are: How can the appeal in the situations in which the restaurant already appears to perform well be strengthened. These situations include A Special Night Out, On Familiar Ground and Business or Social Obligation. Finally, there is a need to evaluate opportunities for growth in the Fast and Inexpensive, Convenience For Me and Family Meal situations.

Exhibit II-7 shows that customers for Social Fun occasions tend to be in larger parties, and are often out for a celebration. So, the first question might be, "Can the restaurant accommodate groups easily?" "Is the seating made up of booths and small tables, or are there larger tables as well?" Now, assuming the restaurant can accommodate the larger parties, what about celebrations? Providing services like a piece of cake and singing for birthdays could help attract festive eating out occasions. Providing a good selection of wine or liquor can also be important. Table tents or menu cards advertising specialty drinks could help to give the impression that the restaurant is a nice place to go for celebrating a special event.

The basic expectations for Social Fun occasions shown in Exhibit III-7 emphasize warm, friendly, knowledgeable servers and fresh, attractively displayed food. So, to attract Social Fun patrons the service staff needs to be outgoing and helpful and emphasis should be given to food presentation. Social Fun customers also like great appetizers, so a good selection of social food is important. Finger foods or shared foods like fried zucchini or nachos appeal for these occasions. Freebies (hot bread and butter, chips or relishes) and a selection of special desserts can also attract customers in the social fun mood. Appealing music is meaningful for Social Fun occasions as well, so one might consider making the music appeal more "foreground."

The assumption was made that the operator attracts Special Night Out occasions, so attracting Social Fun occasions should be within reach. Many of the expectations are similar on these occasion types. The biggest differences lie in party size or composition and motivations. The restaurateur must be aware of these different reasons to eat out and be able to anticipate the various customers' needs.

Looking at Exhibit III-6 may give some clues about how to further strengthen the appeal of the $7 to $12 full menu restaurant for Special Night Out occasions. For example, attentive service is relatively more important for these occasions along with warm, friendly, knowledgeable service. So, these customers expect the same "outgoing" service as for Social Fun but, because these occasions are mostly "twosomes" and romance is involved, privacy is also important. Therefore, the servers must be attentive, trying to anticipate needs, and not be interruptive. In addition, seating two-person parties in private booths can add to their enjoyment as well as shield them from Social Fun celebrations. The two occasion types need not be contradictory if care is taken to anticipate both types of customer motivations. Exhibit III-6 shows us that Special Night Out customers are also out for a "vacation" and want an adventure or "something really different." Exotic dishes or special preparations can help. Tableside or display cooking can add to these occasions.

The restaurant's current strength in Business or Social Obligation and On Familiar Ground occasions may reflect a difference in the restaurant's "attitude" between dinner and breakfast or lunch occasions. Special Night Out occasions are primarily for dinner and the other two are more heavily breakfast or lunch occasions. The task in attracting more Business or Social Obligations patrons is one of facilitating a meeting, as is shown in Exhibit II-4. In addition, Exhibit III-4 shows relatively few specific food expectations. These customers want consistent, attentive, quick service in a nice atmosphere. Providing private meeting rooms could enhance the restaurant's appeal on these occasions. Simple things like keeping water glasses full can also be important. These customers do not want to have to ask for such things.

Strengthening appeal for On Familiar Ground occasions is very dependent on consistent food quality, service and daily specials (Exhibit III-2). These customers want to be recognized as individuals and are interested in nutritious or low-calorie food choices (Exhibit II-2). Training servers to learn frequent customers' names and even special requests (i.e.: "I like my toast well done") can help to bring these customers back. A blackboard or menu card with daily specials may also bring these people back; especially if these specials provide nutritious, well-balanced choices, which is meaningful to people who come in for routine meals.

The remaining three occasion types present the least opportunity for growth for the $7 to $12 full menu restaurant. For example, speed of service is a key ingredient in the Fast and Inexpensive meal situation. In order to do this right for the Fast and Inexpensive customers, it may well be too fast for the Business or Social Obligation and On Familiar Ground customers, who are more interested in care and attention than speed and efficiency. Also, the type of atmosphere that draws Special Night Out business is not what Fast and Inexpensive meal customers expect. So, all in all, trying to draw the Fast and Inexpensive customer is probably not a viable alternative.

The Family Meal occasion also can contradict current strengths of the full menu restaurant, but for different reasons. Emphasis on amenities for children, like children's menus, booster seats and coloring books, may imply to other customers that there will be young and noisy children in the restaurant. Business people, for example, would probably not choose to hold a meeting in a restaurant where parents with young children are encouraged to come. However, a more subtle appeal to families with older (teen-age) children might be possible, and more in the direction of Social Fun. Exhibit II-5 shows that for most Family Meal occasions the $7 to $12 prices may be relatively high and service too leisurely.

Attracting Convenience For Me occasions is hard to do. The first question should be: Is the restaurant's location convenient, so the eating out occasion can be connected with another activity? Convenience For Me customers are relatively impulsive decision makers and would probably not go out of their way for their restaurant meal. Attracting a high proportion of Convenience For Me occasions also requires a certain amount of marketing or advertising effort. Perhaps a special banner can draw these impulse customers in.

In summary, the emphasis should be on strengthening the areas in which the restaurant already performs well (A Social Night Out, On Familiar Ground and Business or Social Obligation) and on trying to attract Social Fun patrons.

2. The Cafeteria/Buffet

The general findings suggest that a cafeteria/buffet operation should draw family meals and self-oriented convenience meals. In this example the restaurant draws heavily from these two occasion segments. However, very little Business or Social Obligation type occasions take place, possibly because the set-up of the restaurant does not facilitate meetings well and there are not many white collar business people in the area at lunch time.

A first thing to consider is that for a cafeteria or buffet operation it is not realistic to expect growth from catering more to Special Night Out or Social Fun occasions. The argument now becomes:

-- How much growth can be obtained from Family Meal and Convenience For Me occasions?

-- Should the operator try to get more Fast and Inexpensive meals, or On Familiar Ground meals?

Since the Family Meal is such a core portion of the business, it might be a good idea for the operator to reinforce this occasion with regular family or child-oriented promotions.

Looking at Exhibit II-3 reveals that a mix of motivations is at play for Convenience for Me situations. In addition, it is a relatively young customer group who tends to eat out in this situation. Exhibit III-7 suggests that it might take the introduction of beer and wine to draw more of this business and, therefore, the cafeteria/buffet operator would probably decide to look elsewhere for growth.

The two remaining occasion segments are:

- o Fast and Inexpensive
- o On Familiar Ground

The steps to consider now are:

-- For Fast and Inexpensive, speed is the main objective. It appears that consumers perceive cafeterias as not particularly fast in service, that they can get greater speed in fast food restaurants and coffee shops. In order to address this point, it may be necessary to either speed up the service line, or to break it into sections by developing an "express" sandwich line or service "stations."

-- For On Familiar Ground familiarity is key, being known by the restaurant people. So, in order to address this point, the task might be to try to be a bit less impersonal, for example, by hiring mature hostesses who great guests in a friendly personal way.

In this example, the operator decides that he will try to draw more On Familiar Ground business, because the required steps (hiring and training) are easier to do than the physical and operational changes needed for catering more to Fast and Inexpensive. He examines Exhibit II-2 and sees that nutritious food is of importance. It may be that the nutritious aspects of the buffet selections can be better merchandised. Looking at Exhibit III-2 provides several other ideas to consider:

-- Daily specials are of interest to the On Familiar Ground customer.

-- There is interest in privacy, and there may be a simple way to move the tables around to give patrons a feeling of privacy.

-- Low-calorie food choices appeal to the dieters among regular customers. This suggests that such choices should not only be provided, but, maybe also merchandised with a sign over a section of the buffet that draws attention to the fact that there are low-calorie choices.

In summary, the Cafeteria/Buffet operator decides to strengthen his establishment's attraction for Family Meal occasions as this forms a core portion of his business and to do nothing more to attract Convenience For Me patrons. In addition, he has decided to make some changes in order to attract more On Familiar Ground occasions.

3. The Mexican Restaurant

This hypothetical Mexican restaurant draws a mix of Family Meal, Social Fun and Special Night Out occasions. The first question then is: Which of these three occasion segments could generate more business? From a strategic point of view a decision must be made to either attract more "family meals" or more "adult meals".

Exhibit II-5 suggests that for Family Meal occasions it is important to eat inexpensively. This might cause the operator to consider offering lower priced children's meals as a means of building family meal business. However, this step may create a negative impression for patrons who come for A Special Night Out and Social Fun because they are not interested in seeing young children or appeals to eat inexpensively. Because Social Fun and Special Night Out situations tend to generate more sales dollars than Family Meal occasions, the operator opts to look for ways to attract more of the former two segments.

Exhibits III-6 and III-7 show many ideas that can help an operator attract more Social Fun and Special Night Out occasions. Making sure that servers are friendly and knowledgeable and that the food is attractively served and fresh ingredients are used will help attract patrons seeking a special or a social night out. Other things include

- o Good selection of beer, wine and liquor
- o Great appetizers
- o Great freebies
- o Great desserts

The final step to consider is whether any other occasion types show greater potential for this Mexican restaurant. Fast and Inexpensive situations have been excluded from consideration. This would probably only offer opportunity for growth if an accessible walk-up counter and patio to sit and eat were possible. Otherwise, fast food competition is too strong for this to be a viable alternative.

By making sure the food quality is consistent and implementing daily specials, this hypothetical Mexican restaurant can attract more On Familiar Ground patrons.

Convenience For Me would most likely be a difficult situation to cater to unless the restaurant happens to be close to other activities such as shopping or a movie theater.

Attempting to gain a greater share of the Business or Social Obligation segment may present an interesting challenge for this Mexican Restaurant. Creating a separate room for social meetings and events and marketing it as such would help the restaurant attain more of this type of business. Exhibit II-4 suggests that there may be an opportunity to do more with food displays and appetizers. Overall, it may be that the Mexican restaurant needs a few relatively expensive menu items to meet the expectations of patrons who dine out in Business or Social Obligation situations.

In summary, the owner of this Mexican restaurant will do more to attract Social Fun and Special Night Out occasions. In addition, he will attempt to expand his business by adding features aimed at attracting On Familiar Ground and Business or Social Obligation patrons.

4. The Other Fast Food Restaurant

The fast food restaurant in this example serves a variety of menu items, including hot dogs, hot and cold sandwiches and french fries. An analysis of the business leads to the conclusion that the restaurant does well in drawing people for Fast and Inexpensive occasions. Now the owner wants to discover where the additional growth opportunities are.

Potential for Business or Social Obligation, Special Night Out, or Social Fun occasions is limited because these require a more formal atmosphere and more attentive service than is possible in this fast food restaurant. The general findings of this survey suggest that a fast food restaurant can attract a better than average share of On Familiar Ground occasions. Fast food restaurants in general appeal to the routine and convenience motivations behind these occasions. However, the personal recognition and nutritious food requirements are not met as easily.

One way to make frequent customers feel at home would be to train the servers to remember customers "regular" orders. Because of the speed of the line and high volume in a fast food restaurant, however, learning customer's names might be difficult. A salad bar or a "full meal deal" might enhance perceptions of the availability of nutritious, well-balanced offerings, which is also relevant to the On Familiar Ground customer. Exhibit III-2 shows that consistency of food quality is important for On Familiar Ground occasions but people also expect things to be "made from scratch" and a good choice of daily specials. With the already varied menu of the fast food restaurant in this example adding daily specials could be confusing and disruptive to servers, detracting from speed of service. Making menu items from scratch might also be simpler with a less varied menu (for example, fried chicken and biscuits).

Family Meal situations may offer good growth potential for the dinner hours. The quick service, casual atmosphere and menu items kids like are already in place. Providing amenities for children like high chairs, specially boxed meals or balloons could enhance appeal for these Family Meal occasions. Child oriented promotions at the dinner hour (free soft drink for children under 12) may also attract these customers. It is important to note that the "Family Meal" occasion is not just for the kids. Also important for these occasions are "It was simply convenient to eat out" and "I didn't feel like cooking." The Family Meal provides a bit of a rest for Mom and Dad as well. So, while family promotions can be child oriented, they should be marketed to the parents by providing entertainment for their kids or making the meal a better value. Nicer napkins and/or partitions sectioning the dining room may also enhance perceptions of the fast food restaurant as a good choice for dinner with the family.

The task for attracting Convenience For Me occasions in the "other" fast food restaurant is to appeal to these customer's taste buds through advertising or signage. Banners highlighting special menu items may draw Convenience For Me customers. The placement of fast food restaurants in heavy traffic areas also heightens the chance that the location will be convenient for people to connect eating there with other activities.

In summary, it appears that Family Meal situations show growth potential through changes inside the restaurant, and Convenience For Me occasions show potential through external cues to draw impulse customers.

APPENDIX

- Reasons for Eating Out
- Restaurant Characteristics
- Detailed Tables
- A Note About Cluster Analysis
- Notes On How the Study Was Conducted

Reasons for Eating Out

A craving for a special or particular food.
Wanted something really different for a change.
Felt like unwinding with a cocktail, beer or wine.
I didn't feel like cooking.
Something to eat fast.
Go out and have a good time.
To be alone with someone in a romantic setting.
I was bored.
To sit and talk with someone and not be bothered.
Go out with the kids, to have a nice meal as a family.
A little "vacation"--to get away.
I was meeting a friend or friends.
Wanted to go where the restaurant people know me and treat me well.
To celebrate something--like a birthday, promotion.
Something nice for myself--a treat or reward.
Wanted an "adventure," a really different experience.
Someplace to relax.
Was simply convenient to eat out.
Was hungry and unable to eat at home.
I saw the sign or place and just stopped on impulse.
The kids needed to eat.
Something nice for someone else--a treat or reward.
For the fun of getting dressed up and going out.
To take people someplace they would think was really nice.
I was with a group of friends or colleagues.
It was a business obligation.
Routine--almost always go out to eat on that day or in that situation.
To eat inexpensively.
Wanted a good selection of wines and liquors.
Wanted to go to a place I am familiar with and where I feel at home.
A place where I'd see friends.
It was a social obligation.
It was connected with another activity like shopping, movies or going to a sporting event.
I wanted to eat something nutritious, something that is good for me.
I wasn't very hungry but I felt like I should eat something.

Restaurant Characteristics

Great entrees./Poor entrees.
Great appetizers./Poor appetizers or none at all.
Wide selection of liquor, beer or wine./No liquor, beer or wine.
Great "freebies," like breads, dips or relishes./Poor "freebies" or none at all.
Great desserts./Poor desserts or none at all.
Great salad bar./Poor salad bar or none at all.
Great salads./Poor salads.
Great side dishes./Poor side dishes.
Serves large portions./Serves small portions.

Expensive./Inexpensive.
Is a good value, you get a lot for your money./A poor value, no relationship between the prices and what you get.

Lots of privacy./No privacy at all.
Seating is roomy, plenty of space./Seating is cramped, I feel crowded there.

Good basic "home cooking."/Fancy, gourmet cuisine.
A place well known for its specialization (such as special type of food or special dish(es)./No one thing stands out.
Large, varied menu./Limited menu.
Exotic or unusual things on the menu./Nothing "exotic" or different on the menu.
Has a selection of items that children like./Does not have a selection of items that children like.
There is always something new or different on the menu./Their menu never changes.
Good choice of daily specials./No daily specials.

Sophisticated, classy atmosphere./Homey, plain atmosphere.
Fun, Good Times./Subdued atmosphere.
Formal atmosphere, "To dress up for."/Very informal, casual atmosphere, "Come as you are."
Decor made of real materials (real wood, real fabric)./ Everything seems plastic, artificial.
Beautiful place./Ugly place.

Food is served right away after they cook it./Food is held too long or sits too long before it is served.
You can count on the same quality every time./The quality varies, is not consistent.
Everything is "made from scratch."/Everything is pre-prepared.
Food attractively served, displayed./Food not attractively served, displayed.
There's a highly skilled chef in the kitchen./Their cook is no expert.
They use really fresh ingredients./They use no fresh ingredients.

Good amenities for children such as high chairs, children's menu and games./No amenities for children.
A place I can go when dieting, counting calories./A place I avoid when dieting, counting calories.
Appeals to business men and women./Not for business people.
A place where singles like to meet./Doesn't cater to singles.
A place where teens and young adults like to go./Not a place where teens and young adults like to go.

Quick service./Slow service.
Attentive service./Indifferent service.
Have good take-out service./Poor or no take-out service.
Servers are knowledgeable, can answer all questions about the menu and daily specials./Servers are not knowledgeable about the menu.
Warm, friendly servers./Cold, distant servers.
They seat you quickly./Have to wait too long for a seat.
They have good music./They have bad music or no music at all.
Too noisy./Too quiet.
Brightly lit./Very dark.
Looks neat and clean./Does not look neat and clean.
Efficient service./Inefficient, disorganized service.
Good for breakfast./Not good for breakfast or no breakfast.

DETAILED TABLES

A NOTE ABOUT TABLES 1 THROUGH 10

In Tables 1 through 10 the circled numbers indicate occurances which are significantly more likely than the average for all restaurant visits or for all occasions. For example, in Table 1, 69 percent of Fast Food Hamburger occasions are for lunch, substantially above the total restaurant average of 42 percent.

The numbers which have been boxed in Tables 1 through 10 indicate occurances which are considerably less likely than the average for all restaurant visits or for all occasions. For example, in Table 1, only three percent of the parties at upper priced full menu restaurants have children under 18 present versus a significantly higher 21 percent for all restaurant visits.

TABLE 1

MEAL AND PARTY COMPOSITION

	Total (N=811)	F.F. Hamburger (N=91)	Other F.F. (N=69)	Cafe/ Buff. (N=53)	Coffee Shop Under $3 (N=22)	Coffee Shop Over $3 (N=147)	Full Menu Under $7 (N=81)	Full Menu $7-$12 (N=53)	Full Menu $12 And Over (N=34)
Meal									
Breakfast	15%	9%	19%	4%	41%	39%	16%	13%	9%
Lunch	42	69	51	56	45	37	47	23	21
Dinner	43	22	30	40	14	24	37	64	70
Number In Party									
One	17%	29%	26%	13%	73%	26%	16%	4%	6%
Two	42	41	41	36	18	37	49	52	32
Three-four	30	27	27	34	9	30	22	27	32
Five +	11	3	6	17	--	7	13	17	30
Mean (people)	2.9	2.2	2.4	3.2	1.4	2.5	2.9	3.7	4.3
Presense of children under 18 in party	21%	29%	26%	26%	4%	16%	17%	6%	3%

	Steak/ Beef (N=45)	Sea- food (N=33)	Theme/ Fern (N=32)	Oriental (N=29)	Mexican (N=29)	Other Ethnic (N=44)	Hlthy/ Natural (N=19)	Pizza (N=30)
Meal								
Breakfast	2%	3%	6%	--	3%	--	26%	3%
Lunch	29	33	28	28	38	34	48	60
Dinner	69	64	66	72	59	66	26	37
Number In Party								
One	4%	3%	--	3%	3%	4%	16%	27%
Two	38	36	38	70	41	44	68	30
Three-four	49	36	41	24	35	36	16	37
Five +	9	25	21	3	21	16	--	6
Mean (people)	3.0	4.0	4.1	2.8	3.7	3.2	2.2	2.8
Presense of children under 18 in party	29%	21%	28%	17%	31%	25%	5%	40%

TABLE 2

WHO PAID FOR THE MEAL AND HOW WAS IT PAID FOR

	Total (N=811)	F.F. Hamburger (N=91)	Other F.F. (N=69)	Cafe/ Buff. (N=53)	Coffee Shop Under $3 (N=22)	Coffee Shop Over $3 (N=147)	Full Menu Under $7 (N=81)	Full Menu $7-$12 (N=53)	Full Menu $12 And Over (N=34)
Who Paid For The Meal									
Respondent	51%	64%	59%	47%	95%	54%	52%	45%	24%
Member of your household	15	8	12	19	--	20	14	15	6
Not a member of your household	11	1	12	15	--	8	10	17	32
Bill was shared	23	27	17	19	5	18	24	23	38
How Was The Meal Paid For									
Cash/check	90%	100%	99%	96%	95%	97%	88%	73%	67%
Credit card	9	--	1	4	5	3	11	23	30
Other	1	--	--	--	--	--	1	4	3

	Steak/ Beef (N=45)	Sea- food (N=33)	Theme/ Fern (N=32)	Oriental (N=29)	Mexican (N=29)	Other Ethnic (N=44)	Hlthy/ Natural (N=19)	Pizza (N=30)
Who Paid For The Meal								
Respondent	52%	37%	28%	38%	45%	43%	28%	63%
Member of your household	20	18	9	45	17	16	22	7
Not a member of your household	4	15	31	3	17	11	11	17
Bill was shared	24	30	32	14	21	30	39	13
How Was The Meal Paid For								
Cash/check	93%	66%	78%	93%	90%	82%	95%	97%
Credit card	7	31	22	7	10	18	5	3
Other	--	3	--	--	--	--	--	--

TABLE 3

THE CHECK

	Total (N=811)	F.F. Hamburger (N=91)	Other F.F. (N=69)	Cafe/ Buff. (N=53)	Coffee Shop Under $3 (N=22)	Coffee Shop Over $3 (N=147)	Full Menu Under $7 (N=81)	Full Menu $7-$12 (N=53)	Full Menu $12 And Over (N=34)
Average amount spent by the party for meal	$23.12	$6.78	$9.61	$17.33	$5.45	$12.77	$19.70	$39.11	Over $100.00
Average cost of respondent's own meal	7.97	3.08	4.00	5.41	3.89	5.11	6.79	10.57	23.26
Alcoholic beverage ordered by someone	27%	4%	7%	8%	14%	10%	18%	55%	68%
Average amount spent on alcoholic beverages	$9.95	$2.50	$5.90	$3.23	$2.42	$6.61	$6.43	$8.56	$27.71

	Steak/ Beef (N=45)	Sea- food (N=33)	Theme/ Fern (N=32)	Oriental (N=29)	Mexican (N=29)	Other Ethnic (N=44)	Hlthy/ Natural (N=19)	Pizza (N=30)
Average amount spent by the party for meal	$26.47	$33.41	$42.31	$20.07	$22.72	$34.71	$14.46	$10.86
Average cost of respondent's own meal	8.82	8.35	10.32	7.17	6.14	10.85	6.57	3.88
Alcoholic beverage ordered by someone	58%	53%	53%	34%	59%	57%	26%	10%
Average amount spent on alcoholic beverages	$7.49	$6.00	$15.17	$5.30	$7.32	$9.54	$4.60	$3.33

TABLE 4

TIME EXPECTED TO SPEND IN THE RESTAURANT

	Total (N=811)	F.F. Hamburger (N=91)	Other F.F. (N=69)	Cafe/ Buff. (N=53)	Coffee Shop Under $3 (N=22)	Coffee Shop Over $3 (N=147)	Full Menu Under $7 (N=81)	Full Menu $7-$12 (N=53)	Full Menu $12 And Over (N=34)
Time expected to spend in the restaurant									
Up to 20 minutes	7%	19%	28%	--	13%	1%	1%	--	--
Up to 30 minutes	14	(37)	(33)	13%	9	18	12	--	--
Up to 45 minutes	19	17	12	32	36	29	24	6%	9%
Up to 1 hour	29	13	26	40	23	35	28	30	12
More than 1 hour	31	4	1	15	9	18	35	(64)	(79)
Mean (minutes)	54.6	29.3	30.1	49.4	38.2	49.2	57.8	75.5	(80.8)

	Steak/ Beef (N=45)	Sea- food (N=33)	Theme/ Fern (N=32)	Oriental (N=29)	Mexican (N=29)	Other Ethnic (N=44)	Hlthy/ Natural (N=19)	Pizza (N=30)
Time expected to spend in the restaurant								
Up to 20 minutes	--	--	--	4%	4%	--	--	--
Up to 30 minutes	7%	--	3%	4	--	4%	16%	10%
Up to 45 minutes	11	12%	6	14	11	14	36	17
Up to 1 hour	24	28	19	46	43	25	32	(53)
More than 1 hour	(58)	(60)	(72)	32	42	(57)	16	20
Mean (minutes)	70.5	72.7	(77.5)	59.8	65.4	70.3	48.2	54.4

TABLE 5

REASONS FOR EATING OUT AND OCCASION TYPE

HH = Much Higher Than For Other Occasion Types
H = Higher Than For Other Occasion Types
LL = Much Lower Than For Other Occasion Types

	Fast And Inexpensive (N=128)	On Familiar Ground (N=93)	Convenience For Me (N=96)	Business/ Social Obligation (N=104)	Family Meal (N=128)	A Special Night Out (N=119)	Social Fun (N=143)
Was simply convenient to eat out	HH		H				LL
Someplace to relax						HH	
Wanted to go to a familiar place		HH					
Go out and have a good time	LL	LL				HH	HH
Craving for a special/particular food		HH					
Didn't feel like cooking			HH	LL			
To eat inexpensively	HH						LL
Wanted to eat something nutritious		HH					
Routine	HH	H					
Something to eat fast	HH					LL	LL
To sit and talk and not be bothered	LL					HH	
Something nice for me			H				
Something nice for someone else	LL		LL			HH	
Was hungry--unable to eat at home	HH						LL
I was meeting a friend or friends		LL		HH	LL		HH
Go where restaurant people know me		HH					
Wanted something really different						H	
I was with a group of friends/colleagues		LL		HH		LL	HH
Wanted to take people somewhere nice			LL				HH
A little vacation, to get away			H			H	
Connected with another activity			HH				
For the fun of getting dressed up						HH	HH
A place where I'd see friends				H			
Wasn't hungry, but felt I should eat	H		H				
Go out with kids for family meal					HH		
Wanted an adventure						H	H
Felt like unwinding with cocktail or beer							H
Celebrate--birthday, promotion, etc.							HH
It was a social obligation				HH			
It was a business obligation				HH			
To be alone in a romantic setting						HH	
I was bored			H				
Stopped on impulse	HH						
The kids needed to eat					HH		
Wanted a good selection of wines/ liquor							H

TABLE 6

IMPORTANCE OF REASONS FOR EATING OUT BY OCCASION TYPE

10 = Extremely Important 1 = Extremely Unimportant	Total Occasions (N=811)	Fast And Inexpensive (N=128)	On Familiar Ground (N=93)	Convenience For Me (N=96)	Business/ Social Obligation (N=104)	Family Meal (N=128)	A Special Night Out (N=119)	Social Fun (N=143)
Was simply convenient to eat out	6.6	8.2	7.6	7.8	6.3	7.3	6.1	3.4
Someplace to relax	6.0	4.4	5.9	6.7	6.2	5.2	8.2	5.5
Wanted to go to a familiar place	5.4	4.0	8.6	4.9	5.7	5.4	5.9	4.4
Go out and have a good time	5.4	2.1	3.3	5.6	4.5	5.3	8.1	7.8
Craving for a special/particular food	5.2	3.4	7.2	5.0	4.3	5.1	5.9	5.4
Didn't feel like cooking	5.1	4.0	6.5	6.9	3.0	6.5	5.0	4.2
To eat inexpensively	4.9	6.5	5.6	5.4	4.4	5.8	4.3	2.4
Wanted to eat something nutritious	4.8	3.4	6.6	5.2	4.2	4.6	6.2	3.8
Routine	4.7	6.0	6.1	4.5	6.2	4.1	4.0	3.0
Something to eat fast	4.6	7.7	4.9	4.7	4.1	5.7	3.0	2.5
To sit and talk and not be bothered	4.6	2.4	3.8	5.0	6.1	3.1	7.4	4.7
Something nice for me	4.5	2.5	3.5	5.7	4.0	4.2	6.0	5.3
Something nice for someone else	4.4	1.4	2.5	2.4	4.0	5.8	7.2	6.2
Was hungry--unable to eat at home	4.3	7.5	4.3	4.1	4.6	4.5	3.3	2.0
I was meeting a friend or friends	4.1	1.9	1.9	4.7	7.3	1.8	3.5	7.3
Go where restaurant people know me	4.0	2.4	7.4	2.5	5.3	3.2	4.4	3.6
Wanted something really different	4.0	2.0	3.3	3.4	3.5	3.9	6.0	5.2
I was with a group of friends/colleagues	3.9	2.8	1.8	3.8	7.3	2.1	2.3	7.0
Wanted to take people somewhere nice	3.8	1.5	2.2	2.1	3.4	3.5	6.3	6.3
A little vacation, to get away	3.5	1.6	2.1	4.5	2.3	4.0	5.5	4.1
Connected with another activity	3.3	2.6	2.5	5.5	2.3	3.8	3.4	3.1

*For each decision situation the top five reasons in importance (based on mean values) are highlighted.

TABLE 6 (Continued)

10 = Extremely Important 1 = Extremely Unimportant	Total Occasions (N=811)	Fast And Inexpensive (N=128)	On Familiar Ground (N=93)	Convenience For Me (N=96)	Business/ Social Obligation (N=104)	Family Meal (N=128)	A Special Night Out (N=119)	Social Fun (N=143)
For the fun of getting dressed up	3.0	1.1	1.7	1.7	1.6	2.3	5.8	5.6
A place where I'd see friends	2.9	1.7	2.8	2.4	5.3	2.1	2.9	3.2
Wasn't hungry, but felt I should eat	2.7	3.1	1.9	3.6	2.9	2.4	3.0	2.0
Go out with kids for family meal	2.7	1.1	1.4	1.2	1.2	(7.8)	2.2	2.7
Wanted an adventure	2.6	1.6	1.3	2.5	1.9	2.1	4.2	3.8
Felt like unwinding with a cocktail or beer	2.6	1.4	2.7	1.6	2.0	1.8	3.5	4.4
Celebrate--birthday, promotion, etc.	2.5	1.2	1.2	1.8	2.2	2.1	3.4	4.8
It was a social obligation	2.5	1.3	1.2	1.8	5.2	1.3	2.4	3.9
It was a business obligation	2.4	1.8	1.8	1.2	(7.1)	1.2	1.3	2.5
To be alone in a romantic setting	2.3	1.2	1.3	1.5	1.3	1.5	6.2	2.7
I was bored	2.3	2.3	1.6	3.1	2.0	2.5	3.0	1.8
Stopped on impulse	2.0	2.7	1.7	2.6	1.8	2.2	2.0	1.4
The kids needed to eat	2.0	1.2	1.2	1.0	1.0	(6.1)	1.2	1.4
Wanted a good selection of wines/liquor	1.9	1.1	1.4	1.2	2.0	1.5	2.4	3.4

TABLE 7

MEAL, PARTY COMPOSITION AND THE CHECK BY OCCASION TYPE

	Total Occasions (N=811)	Fast And Inexpensive (N=128)	On Familiar Ground (N=93)	Convenience For Me (N=96)	Business/ Social Obligation (N=104)	Family Meal (N=128)	A Special Night Out (N=119)	Social Fun (N=143)
Meal								
Breakfast	15%	17%	39%	12%	18%	12%	13%	4%
Lunch	42	64	36	49	66	34	20	30
Dinner	43	19	25	39	16	54	67	66
Number In Party								
One	17%	47%	46%	20%	7%	1%	4%	2%
Two	42	37	41	51	43	23	77	26
Three-Four	30	12	12	22	38	62	14	43
Five +	11	4	1	7	12	14	5	29
Mean (people)	2.9	1.8	1.8	2.5	3.4	3.4	2.4	4.5
Presence of children under 18 in party	21%	5%	7%	7%	1%	86%	8%	19%
Average amount spent by the party for the meal	$24.32	$7.30	$13.71	$13.32	$22.90	$22.77	$22.43	$58.54
Average cost of respondent's own meal	$8.39	$4.05	$7.62	$5.33	$6.74	$6.70	$9.34	$13.01
Average amount spent on alcoholic beverages	$9.95	$5.60	$2.82	$4.42	$8.83	$4.45	$5.67	$17.30
Alcoholic beverage ordered by someone in the party	27%	3%	15%	12%	30%	18%	47%	56%

TABLE 8

WHO PAID AND HOW WAS MEAL PAID FOR, AND
THE TIME EXPECTED TO SPEND IN THE RESTAURANT
BY OCCASION TYPE

	Total Occasions (N=811)*	Fast And Inexpensive (N=128)	On Familiar Ground (N=93)	Convenience For Me (N=96)	Business/ Social Obligation (N=104)	Family Meal (N=128)	A Special Night Out (N=119)	Social Fun (N=143)
Who Paid For The Meal								
Respondent	51%	67%	61%	50%	34%	65%	55%	25%
Member of your household	15	6	20	12	7	26	24	15
Not a member of your household	11	7	4	9	14	6	11	23
Bill was shared	23	20	15	29	45	3	10	37
How Was The Meal Paid For								
Cash/check	90%	99%	97%	96%	85%	90%	87%	81%
Credit card	9	1	3	4	14	10	13	16
Other	1	--	--	--	1	--	--	3
Time Expected To Spend In The Restaurant								
Up to 20 minutes	7%	23%	4%	7%	3%	9%	1%	--%
Up to 30 minutes	14	30	19	16	16	12	2	5
Up to 45 minutes	19	23	32	24	22	20	8	7
Up to 1 hour	29	18	25	30	39	36	34	23
More than 1 hour	31	6	20	23	20	23	55	65
Mean (minutes)	54.6	33.3	47.9	50.1	50.6	51.0	70.4	74.4

TABLE 9

RESPONDENT DEMOGRAPHICS BY OCCASION TYPE

Demographics	Total Occasions (N=811)	Fast And Inexpensive (N=128)	On Familiar Ground (N=93)	Convenience For Me (N=96)	Business/ Social Obligation (N=104)	Family Meal (N=128)	A Special Night Out (N=119)	Social Fun (N=143)
Age								
Under 25	13%	16%	4%	(26%)	14%	2%	14%	14%
25-34	32	38	27	18	27	(48)	29	32
35-49	26	20	29	19	(37)	33	24	22
50 and over	29	26	(40)	37	22	17	33	32
Mean (years)	40.7	38.2	46.3	41.2	39.3	38.7	41.9	40.8
Sex								
Male	54%	(73%)	62%	47%	62%	38%	59%	41%
Female	46	27	38	53	38	(62)	41	(59)
Marital Status								
Single	19%	23%	20%	(28%)	18%	8%	21%	20%
Married	62	63	48	53	55	(78)	64	61
Widowed/divorced	19	14	(32)	19	27	14	15	19
Household Income								
Under $20,000	25%	28%	25%	(35%)	17%	18%	(34%)	22%
$20,000-$24,999	13	8	22	10	7	20	11	12
$25,000-$29,999	13	9	18	20	8	10	19	13
$30,000-$39,999	23	30	13	17	30	29	18	23
$40,000 and over	26	25	22	18	(38)	23	18	30
Mean (thousands)	30.8	31.8	30.0	27.4	34.0	30.8	28.3	32.2
Occupation--Male Head Of Household								
Professional/managerial	48%	43%	(61%)	34%	(57%)	50%	43%	55%
Sales/clerical	15	20	15	19	12	10	15	14
Blue collar	21	19	18	20	18	(30)	22	16
Retired/unemployed/student	16	18	6	(27)	13	10	20	15

TABLE 10

RANK ORDERING OF RESTAURANT CHARACTERISTICS
BY OCCASION TYPE

	Total Occasions (N=811)	Fast And Inexpensive (N=129)	On Familiar Ground (N=93)	Convenience For Me (N=96)	Business/ Social Obligation (N=104)	Family Meal (N=128)	A Special Night Out (N=119)	Social Fun (N=143)
Sophisticated, classy atmosphere	43	42	45	44	41	45	29	33
Casual atmosphere	11	1	9	2	15	3	34	36
Beautiful place	24	29	27	31	21	29	22	18
Decor made of real materials	26	38	26	35	25	30	17	15
They have good music	46	46	39	48	46	46	45	40
Wide selection of liquor, beer or wine	40	47	43	45	39	47	29	22
Great appetizers	36	44	37	39	34	38	24	26
Expensive	37	37	44	38	32	35	37	29
Food attractively served, displayed	17	25	21	19	10	21	11	10
Too quiet	41	33	38	41	44	37	47	46
Seating is roomy	20	22	20	25	20	19	21	23
Lots of privacy	39	41	36	40	37	39	27	37
Fun/good times	33	26	35	26	33	26	38	32
Good basic "home cooking"	19	11	18	14	17	20	28	31
They seat you quickly	3	3	7	7	2	5	13	12
Looks neat and clean	1	7	4	1	3	4	2	1
Great desserts	29	35	23	28	30	34	26	28
Good choice of daily specials	35	40	31	29	27	36	32	35
Large, varied menu	21	27	19	22	22	24	18	17
There is always something new and different on the menu	45	43	40	43	43	41	46	45
A place I can go when dieting	38	31	34	36	31	40	43	44
Appeals to business people	14	17	12	16	1	25	8	16
Great side dishes	27	30	25	30	23	31	23	24
Great entrees	15	24	15	20	18	17	9	6
Great appetizers	36	44	37	39	34	38	24	26
There's a highly skilled chef in the kitchen	25	34	24	32	24	32	20	19
Great "freebies"	47	48	46	47	48	48	42	41

TABLE 10 (Continued)

	Total Occasions (N=811)	Fast And Inexpensive (N=128)	On Familiar Ground (N=93)	Convenience For Me (N=96)	Business/ Social Obligation (N=104)	Family Meal (N=128)	A Special Night Out (N=119)	Social Fun (N=143)
Place known for specialization	18	23	22	18	[29]	15	15	14
Exotic or unusual things on the menu	44	45	41	46	45	43	(33)	(34)
Not good for or no breakfast	30	(20)	[47]	33	36	27	30	25
Great salad bar	48	39	48	42	47	42	48	48
Great salads	32	32	32	34	28	33	31	27
Efficient service	2	4	2	3	4	2	1	4
Warm, friendly servers	5	[12]	3	9	7	8	4	2
Attentive service	9	[15]	6	13	8	10	5	9
Servers are knowledgeable	7	8	8	5	11	12	3	3
Quick service	8	(2)	5	4	9	(1)	[16]	[20]
You can count on the same quality every time	4	6	1	8	6	7	7	8
Is a good value	10	13	11	11	14	11	14	13
Serves large portions	12	16	16	12	13	14	12	11
Use really fresh ingredients	13	18	13	15	12	18	10	7
Food served right after cooked	6	9	10	6	5	6	6	5
Everything is "made from scratch"	22	28	17	27	19	28	19	21
A place for teens and young adults	28	19	30	21	35	23	36	[42]
A place where singles meet	42	38	42	37	40	44	40	43
Have good take-out service	34	(10)	28	24	42	(22)	[44]	[47]
Has items kids like	23	14	29	17	26	(9)	[35]	[38]
Good amenities for children	31	(21)	33	23	38	(16)	[41]	39
Brightly lit	16	(5)	14	10	16	13	[25]	[30]

HOW TO READ TABLES 11 THROUGH 17

These tables show correlation coefficients between two types of rating scales:

-- Reasons to eat out (those that define one of the specific eating out situations--shown across the top of the table).

-- Those restaurant characteristics that correlate with the selected reasons to eat out. A correlation of $\pm$ .2 was used as the criterion for inclusion in this analysis. This is a significant level of correlation.

Using Table 11 as an example, the reader can interpret the data in the following way.

-- The restaurant rating "casual atmosphere" (as opposed to "formal atmosphere") shows a correlation with three key reasons that define a Fast and Inexpensive meal situation:

- o Something to eat fast,
- o To eat inexpensively,
- o Simply convenient to eat out.

In other words, in all the restaurant behavior described in the data base, when the needs for speed, convenience and low cost are expressed, the patron tends to rate the restaurant chosen as having a casual atmosphere. Therefore, this would be an expected characteristic.

TABLE 11

FAST AND INEXPENSIVE OCCASIONS
CORRELATIONS BETWEEN OCCASION TYPE VARIABLES
AND RESTAURANT CHARACTERISTICS

	Reasons For Eating Out That Define This Occasion Type				
Restaurant Characteristics	Something to eat fast	Was hungry-unable to eat at home	To eat inexpensively	Simply convenient to eat out	Stopped on impulse
Casual atmosphere	.31	--	.34	.27	--
Have good take-out service	.29	--	.28	.24	--
Has a selection of items kids like	.20	--	.23	--	--
Brightly lit	--	--	--	.21	--
Quick service	.20	--	--	--	--
A place where teens and young adults like to go	--	--	--	--	.20
Large, varied menu	--	--	-.20	--	--
Great desserts	--	--	-.20	--	--
Great "freebies"	--	--	-.21	--	--
Great side dishes	--	--	-.22	--	--
Food attractively served/displayed	-.30	--	-.23	--	--
They have good music	--	--	-.25	--	--
Great entrees	-.31	--	-.26	--	--
Exotic or unusual things on the menu	--	--	-.29	-.20	--
Great appetizers	--	--	-.29	--	--
There's a highly skilled chef in the kitchen	-.31	-.21	-.29	-.21	--
Beautiful place	--	--	-.29	-.23	--
Decor made of real materials	-.34	--	-.24	-.23	--
Sophisticated, classy atmosphere	-.34	--	-.32	-.27	--
Wide selection of liquor, beer or wine	-.35	--	-.32	-.23	--
Expensive	--	--	-.34	-.30	--

TABLE 12

ON FAMILIAR GROUND
CORRELATIONS BETWEEN OCCASION TYPE VARIABLES
AND RESTAURANT CHARACTERISTICS

Restaurant Characteristics	Reasons For Eating Out That Define This Occasion Type			
	Wanted to go to a familiar place	Wanted to go where the restaurant people know me	Craving for a particular food	Wanted to eat something nutritious
A place known for specialization	--	--	.30	--
Appeals to businessmen and women	.22	.29	--	--
A place I can go when dieting	--	--	--	.22
Everything is "made from scratch"	--	.27	--	--
Exotic or unusual things on the menu	--	--	.21	--
Is a good value	.21	--	--	.20
Good choice of daily specials	--	.25	--	--
Great entrees	--	--	.20	--
Attentive service	--	.23	--	--
Lots of privacy	--	.22	--	--
There's a highly skilled chef in the kitchen	--	.20	--	--
Great appetizers	--	.20	--	--

TABLE 13

CONVENIENCE FOR ME
CORRELATION BETWEEN OCCASION TYPE
VARIABLES AND RESTAURANT CHARACTERISTICS

	Reasons For Eating Out That Define This Occasion Type		
Restaurant Characteristics	Simply convenient to eat out	A little vacation to get away	Something nice for myself
Casual atmosphere	.27	--	--
Great appetizers	--	.20	.25
Have good take-out service	.24	--	--
A place where singles like to meet	--	--	.22
Brightly lit	.21	--	--
Wide selection of liquor, beer or wine	-.23	--	.21
Great side dishes	--	--	.20
Exotic or unusual things on the menu	-.20	--	--
There's a highly skilled chef in the kitchen	-.21	--	--
Beautiful place	-.23	--	--
Decor made of real materials	-.23	--	--
Sophisticated, classy atmosphere	-.27	--	--
Expensive	-.30	--	--

TABLE 14

BUSINESS OR SOCIAL OBLIGATION
CORRELATIONS BETWEEN OCCASION TYPE
VARIABLES AND RESTAURANT CHARACTERISTICS

	Reasons For Eating Out That Define This Occasion Type		
Restaurant Characteristics	It was a social obligation	I was meeting a friend or friends	A place where I would see friends
Great appetizers	.24	--	--
Sophisticated, classy atmosphere	.23	--	--
Expensive	.22	--	--
Appeals to businessmen and women	--	--	.22
Wide selection of liquor, beer or wine	--	.20	--
Casual atmosphere	-.27	--	--

TABLE 15

FAMILY MEAL
CORRELATION BETWEEN OCCASION TYPE
VARIABLES AND RESTAURANT CHARACTERISTICS

	Reasons For Eating Out That Define This Occasion Type	
Restaurant Characteristics	Go out with the kids for a nice family meal	The kids needed to eat
Has a selection of items children like	.25	.25
Good amenities for children	.24	--

TABLE 16

A SPECIAL NIGHT OUT
CORRELATIONS BETWEEN OCCASION TYPE
VARIABLES AND RESTAURANT CHARACTERISTICS

	Reasons For Eating Out That Define This Occasion Type				
Restaurant Characteristics	To be alone with someone in a romantic setting	For the fun of getting dressed up	To sit and talk and not be bothered	Something nice for someone else	Go out and have a good time
Great appetizers	.25	.34	.21	.26	.37
Wide selection of liquor, beer or wine	.25	.28	--	.21	.31
Lots of privacy	.25	.24	.21	--	.22
Sophisticated classy atmosphere	.24	.29	--	--	.31
Great entrees	--	.28	--	--	.22
Beautiful place	.23	.26	--	.22	.28
Exotic or unusual things on the menu	.22	.28	--	--	.24
Good choice of daily specials	--	--	.23	--	.20
Everything is "made from scratch"	--	.22	--	--	--
Decor made of real materials	--	.22	--	--	.28
Servers are knowledgeable	--	.22	--	--	--
Expensive	--	.22	--	--	.25
There's a highly skilled chef in the kitchen	--	.21	--	--	.26
Food attractively served/displayed	--	.21	.21	--	.29
Appeals to businessmen and women	--	--	.21	--	--
Great desserts	--	.20	--	--	--
Great "freebies"	--	.20	--	--	--
Great side dishes	--	--	--	--	.27
Fun/good times	--	--	--	--	.26
Great salads	--	--	--	--	.22
They use really fresh ingredients	--	--	--	--	.21
They have good music	--	--	--	--	.21
Casual atmosphere	-.29	-.40	-.20	-.24	-.35

TABLE 17

SOCIAL FUN
CORRELATIONS BETWEEN OCCASION TYPE
VARIABLES AND RESTAURANT CHARACTERISTICS

Restaurant Characteristics	Reasons For Eating Out That Define This Occasion Type: I was meeting a friend or friends	For the fun of getting dressed up	To celebrate something	To take people to a really nice place	Go out and have a good time
Great appetizers	.20	.34	.22	.34	.37
Sophisticated, classy atmosphere	--	.29	.20	.36	.31
Great entrees	--	.28	--	.26	.22
Good selection of liquor, beer or wine	--	.28	--	.33	.31
Exotic or unusual things on the menu	--	.28	--	.33	.24
Beautiful place	--	.26	.20	.33	.28
Lots of privacy	--	.24	--	.24	.22
Decor made of real materials	--	.22	--	.31	.28
Everything is "made from scratch"	--	.22	--	.23	--
Servers are knowledgeable	--	.22	--	--	--
Expensive	--	.22	--	.30	.25
There's a highly skilled chef in the kitchen	--	.21	--	.32	.26
Food attractively served and displayed	--	.21	--	.26	.29
Great desserts	--	.20	--	.24	--
Great "freebies"	--	.20	--	.24	--
Fun/good times	--	--	--	--	.26
Large, varied menu	--	--	--	.23	.20
Great side dishes	--	--	--	.23	.27
They use really fresh ingredients	--	--	--	.22	.21
Looks neat and clean	--	--	--	.22	--
Great salads	--	--	--	.21	.22
They have good music	--	--	--	--	.21
Appeals to businessmen and women	--	--	--	.20	--
Casual atmosphere	--	-.40	-.27	-.40	-.35

A NOTE ABOUT CLUSTER ANALYSIS

It is often desirable to look at more complex relationships among variables that are not apparent from data tables. This was the case with this occasion segmentation study. To accomplish this, a procedure known as Cluster Analysis was used. This approach attempts to define the natural groups or objects (in this case the occasions) within a population that are similar. Cluster analysis creates subsamples containing units that are more like each other than they are like members of any other subsample. In other words, it identifies clusters of essentially homogeneous units.

The cluster analysis procedure for analyzing the data for this survey used the Singleton algorithm. This procedure classified the occasions into an ever increasing number of groups: first two, then three and so forth. Each time, the occasions were classified in such a way that the differences between groups were maximized, and the variation among occasions within a group was minimized.

Next, each solution (the two-group, three-group, four-group, etc.) was examined. The decision on the number of groups to use in the analysis depended on both objective and subjective factors:

-- When the increments in variance accounted for (i.e., statistical "explantory power") leveled off by going to larger numbers of groups-solution, there was an objective reason to stop. This occurred after six groups.

-- Subjectively, a determination was made as to whether additional groups would help explain types of behavior that have good face validity (by being understandable and relevant to users ot the data). This seventh group turned out to be Convenience For Me which was judged to be relevant as a descriptor of contemporary restaurant needs and therefore it was included in our analysis.

The eighth group identified was not as easily interpreted nor as easily made relevant to restaurant operators--and thus, since there was no objective statistical reason to use an 8-group solution, the 7-group solution was selected for the complete analysis.

NOTES ON HOW THE STUDY WAS CONDUCTED

Data for this report were obtained from 310 personal interviews conducted with adults 18 years old and older who had eaten at a restaurant one or more times within the week prior to the survey. The interviews were conducted during the month of March, 1984, and were done in five major markets: Chicago, New York, San Francisco, Denver and Atlanta. The field and data processing work were performed by Creative Research Associates, Inc., a national market research firm headquartered in Chicago, Illinois.

The results of this study are based on 811 eat-in restaurant visits. The emphasis of the survey is on sit-down restaurant occasions and motivations. Eat-in fast food occasions are covered, but total fast food occasions are not represented to the degree they exist in the industry because carry out and drive through visits have been excluded.

Interviews were evenly divided between men and women, and age quotas were set to represent adults in the proportion they occur in the eating out market. The presence of children was also controlled --half had no children and half had children under 18 years old present in the household. In addition, for each location quotas were set to ensure that 40 percent of the respondents had household incomes under the locally applicable median income and 60 percent had incomes at or above the prevailing median income. Table 9 in the appendix (page 61) provides a detailed demographic profile of the respondents.

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